**“BEN” CREATIVE BRIEF**

1. **Company Background PT. GOS Indoraya**

PT. GOS Indoraya is one of the largest labor outsourcing company in Indonesia. Established since 1995, employing more than 12,000 workers to 70 clients in various industry, ranging from private to state-owned enterprises. The scope of PT. GOS Indoraya services are providing the clients human capital management services and operational outsourcing services; providing job positions such as administration, sales, technician, engineer, call center, and logistics.

1. **Project Description: BEN Indonesia**

The rapid growth of the company, endless need for a talent pool, and the dynamic nature of business and technology motivates any enterprises to adapt their operations for the sake of making it as accessible as it can with the market.

With that in mind, PT. GOS Indoraya created BEN as a digital platform for providing job postings and training. The name “BEN” originate from the Scottish Gaelic word for “mountain peak”, representing the product’s vision to guide Indonesian workforce to achieve their peak career. The services of BEN Indonesia provide three main product: recruit, reshape, and retain all 12,000 employees. In the future, BEN will be the cornerstone of guiding millions of Indonesian workforce to achieve their full career potential.

The new BEN Indonesia platform will be available on website and in the future on a mobile application. With that in mind, the new logo and design must be able to convey BEN Indonesia’s personality, theme, philosophy, tone, and identity.

1. **Key Objectives**

The creative brief is written for the purpose of guiding any creative agencies/parties to create a new design and identity for the brand “BEN Indonesia”.

As BEN Indonesia overall tone/theme is “Sahabat Pekerja” (Indonesian word for worker’s companion), BEN Indonesia provides a platform that is related to career; from job portal, e-learning platform, and community & peer support services to guide and accompany Indonesian workforce’s career journey.

1. **Target Audience**

BEN Indonesia’s main target audience are aimed for “FIGHTERS”.

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| Perspective | Fighters Character |
| Demographics | Age: 18-25  Sex: male skewed  SES: CD (Nielsen’s Mid II - Lower I)  Monthly income: Indonesian minimum wage.  Monthly expenditure: Rp 800.000,- to Rp 1.200.000,-  Source of electricity: pre-paid token  Consumed water: water well, local water company (no mineral water)  Educational background: High school/vocational high school or associate degree 3 or bachelor degree from second tier university |
| Geographic | Urban or sub-urban of 10 major cities  Living around second tier road: Kelas Jalan IIIB – IIIC, Jalan Lokal or Jalan Lingkungan  Populous, dense areas i.e  Jakarta: Jelambar, Grogol, Tambora, Kali Anyar  Bandung: Bandung Kulon, Cicadas  Surabaya: Simokerto |
| Psycho-graphic | Struggle to get jobs  Mostly originated from outside of town  Live from week to week or month to month, short term life planning  The need to survive; getting a job is #1 priority  Pragmatic view to life  Strong cultural bonding with city of origin  See big cities as the place to earn money, and hometown as the place to spend |
| Behavior | Live in rush yet peaceful one  Wake up early morning  Rush to work  Work lite  Rush to go home  Spend hours at traffic  Get home fairly late  Less social life except for cultural bonding i.e. city of origin or extended family  Social media heavy consumption on mobile phone, esp. Youtube and Facebook |

1. **Deliverables Needed**

The creative agent must be able to deliver:

1. Brand identity: logo, color, tone, theme, personality
   * The logo must contain the word “BEN”
2. Brand guideline
3. **Competition**

Currently, BEN Indonesia faces competition from several job portals and e-learning platform. Such examples in Indonesia can be found if their markets are directed towards audiences whose needs are related to their career: (i) job portals such as Jobs.id, Jobstreet, JobsDB, Karir.com; (ii) e-learning platform such as ruangkerja, ruangguru, Coursera, Scola, etc.

1. **Message Tone and Projected Style**

BEN Indonesia overall tone/theme is “Sahabat Pekerja” (Indonesian word for worker’s companion), then the design must reflect the word “Sahabat Pekerja”. What users interpret BEN Indonesia as a brand must see that BEN Indonesia is a friendly but trusted professional company. Like any true friend, a good friend is reliable and always push each other to grow together as a community who shares the same thing; reaching the top of our career together.